

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36396  
**Alt Order #:** 08821730  
**Product Desc:** ISSUE  
**Estimate:** 2601  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 06/27/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** National Media Inc  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 11/29/08  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$15,000.00	\$12,750.00
10/01/12	10/04/12	24	\$73,450.00	\$62,432.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$15,000.00	\$12,750.00	0.00
October 2012	24	\$73,450.00	\$62,432.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$88,450.00</b>	<b>\$75,182.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$88,450.00
Market	100%	\$294,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$73,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,741.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/01/12	10/04/12	8 News Now 6a M-F	CM	6-7a	MTWT---	:30	3	\$900.00	LV2	0.00	NM	3	\$2,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT--- 3 \$900.00 0.00															
E 2	8	09/30/12	09/30/12	8 News Now Sun A	CM		-----S	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now Sun AM #1										
				8 News Now Sun AM #1										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$400.00		0.00			
E 3	8	09/30/12	09/30/12	CBS News Sunday Morn	CM	CBS Sunday Morn-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
				CBS News Sunday Morning										
				SUNDAY MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$1,500.00		0.00			
E 4	8	09/28/12	09/28/12	Live w/Kelly	CM	9-10a-----F--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
				Live With Regis & Kelly										
				REGIS & KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				2	\$750.00		0.00			
E 5	8	10/01/12	10/04/12	Live w/Kelly	CM	9-10aMTWT---	:30	4	\$750.00	LV2	0.00	NM	4	\$3,000.00
				Live With Regis & Kelly										
				REGIS & KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---				4	\$750.00		0.00			
E 7	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports	CM	4-5p-----S-	:30	1	\$300.00	LV1	0.00	NM	0	\$0.00
				Whacked Out Sports 2X's										
				ELECTRIC PLAYGROUND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-				1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>			<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	09/24/12-09/30/12	Sat 4-5p Whacked Sports	4-5p	-----Sa--	:30			(\$300.00)		0.00	NM		
		See MG 7.3												
3	8	09/24/12-09/30/12	Sat 4-5p Whacked Sports	4-5p	-----Sa--	:30			(\$300.00)		0.00	NM		
		(M) Credited moved to 37480												
E 8	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p-----F--	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				1	\$1,300.00		0.00			
E 10	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p-----F--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				2	\$1,300.00		0.00			
E 11	8	10/01/12	10/04/12	8 News Now 5-630p M-F	CM	5-630pMTWT---	:30	3	\$1,500.00	LV2	0.00	NM	3	\$4,500.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---				3	\$1,500.00		0.00			
E 14	8	09/29/12	09/29/12	8 News Now Sat 5-7p	CM	5-7p-----S-	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
				8 News Now Sat 5-7p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-				1	\$700.00		0.00			
E 15	8	09/30/12	09/30/12	8 News Now Sun 5-7p	CM	5-7p-----S	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				8 News Now Sun 5-7p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$1,200.00		0.00			
E 16	8	09/28/12	09/28/12	630-7p Inside Edition	CM	630-7p-----F--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				Inside Edition										
				INSIDE EDITION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--				1	\$1,200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	8	10/01/12	10/04/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWT---	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				3	\$1,300.00		0.00			
E 19	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$550.00		0.00			
E 20	8	10/01/12	10/01/12	Mon 8-9p Met Mother/ Partners	CM	8-9p M----- (8:00 PM-9:00 PM)	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
MOTHER/PARTNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$9,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		Mon 8-9p		8-9p		(8:00 PM-9:00 PM)-----	:30	<del>(\$9,500.00)</del>	0.00	NM		
See MG 20.2														
2	8	10/01/12-10/07/12		Mon 10-11p		10-11p		M-----	:30	\$9,500.00	0.00	NM		
Ⓜ MG for 20.1 10/01														
E 21	8	10/02/12	10/02/12	Tue 10-11p Vegas	CM	10-11p -T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
VEGAS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$8,500.00		0.00			
E 22	8	10/03/12	10/03/12	Wed 8-9p Survivor	CM	8-9p --W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
SURVIVOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$12,000.00		0.00			
E 23	8	10/04/12	10/04/12	Thu 8-9p Big Bang / 2 1/2 Men	CM	8-9p ---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
BIG BANG THEORY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$18,000.00		0.00			
E 24	8	10/01/12	10/04/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWT---	:30	4	\$2,200.00	LV1	0.00	NM	4	\$8,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				4	\$2,200.00		0.00			
E 25	8	09/29/12	09/29/12	8 News Now Sat 11p 8 News Now Sat 11p	CM	11-1135p -----S-	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$900.00		0.00			
E 26	8	09/30/12	09/30/12	8 News Now Sun 11p 8 News Now Sun 11p	CM	11-1135P -----S	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$900.00		0.00			
E 27	8	09/28/12	09/28/12	Letterman Letterman	CM	1135p-1237a ----F--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				3	\$750.00		0.00			
E 28	8	10/01/12	10/04/12	Letterman Letterman	CM	1135p-1237a MTWT---	:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---				3	\$850.00		0.00			

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Estimate:	2601

KLAS

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											Totals	40	\$88,450.00